

BLOCKCHAIN & DIGITAL ASSETS: 2026 Campaigns Action Brief

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What every 2026 campaign must know, and do, related to crypto's electoral power, post-inauguration policy landscape, and \$191M+ PAC war chest already targeting your race.

*Based on the full 25-page report:
Updated edition incorporating 2025 - 2026
regulatory, market, and political development*

<p>\$139M Crypto PAC deployment in 2024 <small>CoinDesk (Fairshake + affiliates)</small></p>	<p>91% Fairshake win rate, 53/58 races <small>CoinDesk, 2024</small></p>	<p>\$191M+ Fairshake cash on hand for 2026 <small>FEC / Axios</small></p>	<p>70.4M Americans now own crypto (30%) <small>Security.org, Jan 2026</small></p>	<p>26M Crypto Voting Bloc in 2024 (16%) <small>XandY Analytics x Digital Chamber</small></p>	<p>63% Adults with little/no crypto confidence <small>Pew Research, Oct 2024</small></p>
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SECTION 1: THE ELECTORAL THREAT LANDSCAPE: WHAT 2024 PROVED AND WHAT 2026 WILL AMPLIFY

<p>PRIMARIES ARE THE KILL ZONE</p> <ul style="list-style-type: none"> – Bowman (NY-16) ousted via \$2M opposition spend in Democratic primary – Bush (MO-01) ousted via \$1.5M, same playbook, different district – Fairshake already spent \$10M vs. Stratton in IL Senate primary by March 2026 – Primary ops are cheaper, faster, and harder to survive than general election campaigns – Early vagueness = invitation. Define your position before they define it for you 	<p>COMMITTEES ARE THE PRIMARY TARGET</p> <ul style="list-style-type: none"> – Sherrod Brown removed as Senate Banking chair, \$40.1M, the most expensive crypto race in history – Anti-crypto incumbents on Banking, Finance, Agriculture, and Appropriations carry the highest opposition spend risk – The pattern holds in 2026: market-structure legislation is unresolved, raising committee stakes further – Your committee seat is an asset and a liability simultaneously, use it or protect it 	<p>BIPARTISAN MONEY IS DEPLOYED ON POSITION</p> <ul style="list-style-type: none"> – Slotkin (D-MI): \$10M in crypto PAC support, won – Gallego (D-AZ): \$7.6M in support, won – Stein (D-NC governor): \$2.5M in support, won – Fairshake does not pick parties, it picks positions – A Democrat who goes credibly pro-crypto gets funded. An ambiguous Republican does not
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SECTION 2: WHAT CHANGED SINCE JANUARY 2025: THE POLICY TERRAIN HAS SHIFTED UNDER YOUR FEET

Date	Federal Action	Why It Matters for 2026
Jan 23, 2025	Trump EO: 'Strengthening American Leadership in Digital Financial Technology' signed, crypto declared a U.S. strategic priority	<i>Reframes the issue from 'fraud risk' to 'American competitiveness.' Every candidate now has a neutral-to-positive federal framing to build on</i>
Jan 30, 2025	SAB 121 rescinded via SAB 122, banks can now custody crypto assets without punitive accounting treatment	<i>Major banks become financial stakeholders in crypto policy. Their lobbying now aligns partially with industry interests</i>
Feb–Mar 2025	SEC dismissed Coinbase and Kraken enforcement cases; pivoted to rulemaking under Chair Atkins	<i>Legal uncertainty shifted from existential to manageable. Industry is now playing offense on rule-setting, not defense in court</i>
Q1 2025	OCC, FDIC, and Federal Reserve withdrew crypto banking restrictions, no more prior approval required for crypto bank activities	<i>Regional banks and fintechs are now direct stakeholders in 2026 congressional outcomes. Coalition of interested parties has widened significantly</i>
Jul 18, 2025	GENIUS Act signed into law, first federal stablecoin framework, 68–30 Senate bipartisan vote	<i>Stablecoins are now governed infrastructure, not speculation. Every candidate has a landmark bipartisan law to reference or build on</i>
Dec 2025	CFTC launched tokenized collateral pilot for derivatives (BTC, ETH, USDC); DTCC announced tokenization of U.S. Treasury securities on Canton	<i>Crypto is moving into post-trade infrastructure and Treasuries. The pitch is now 'capital market plumbing,' not 'speculation'</i>
Mar 17, 2026	SEC and CFTC issued joint interpretive release on crypto assets and securities law, Atkins floated a token safe harbor	<i>Regulatory clarity accelerating. Candidates who haven't updated their position since 2024 are already behind the policy curve</i>

The Voter Landscape: Two Numbers That Define Strategy

70.4M

Americans own crypto, 30% of adults

Up from 52M (27%) in late 2024. 61% plan to increase holdings in 2026.

Security.org, January 2026

63%

Have little/no confidence in crypto safety

Only 5% are extremely or very confident in current crypto systems. Pew Research, October 2024

Additional intensity signal: 76% of Bitcoin owners are more likely to support a lawmaker who advances pro-Bitcoin policies (Cygnal, June 2025). 43% of all voters say a politician's Bitcoin stance could sway their vote. 64% of crypto investors called a candidate's stance 'very important' (Digital Chamber / McLaughlin, October 2025).

The Strategic Opportunity Hidden in the Gap

70.4M owners + 63% skeptics = your majority

These are not opposing groups. The owners want clarity and access. The skeptics want guardrails and accountability. A candidate who credibly delivers both speaks to the majority, not just a niche. Neither libertarian maximalism nor blanket crypto opposition captures this voter.

The bipartisan trust gap

Voters trust Republicans 35% vs. Democrats 32% to set crypto policy, essentially a tie. This near-parity means a Democratic candidate who goes credibly pro-innovation with guardrails is not conceding ground; they are competing for the same persuadable middle. And with Trump-family conflicts in play, Democrats have a differentiation frame that did not exist in 2024.

SECTION 3: 7 HIGH-PRIORITY ACTIONS FOR 2026 CAMPAIGNS

1 Engage industry before primary season; not after [URGENT]
Fairshake spent \$10M in a single IL primary by March 2026. If you have not met with Coinbase, a16z, Ripple government affairs, or Stand With Crypto, you are already behind the cycle. Early relationship-building is what converts opposition neutrality into active support.

2 Lead with stablecoins and tokenization; not Bitcoin [MESSAGING]
Faster payments, dollar competitiveness, remittance modernization, and capital market efficiency reach the 63% who don't own crypto. Bitcoin maximalism alienates them. The GENIUS Act is your entry point, a law, not a promise.

3 Know the GENIUS Act cold; and be ready to go further [LEGISLATIVE]
68–30 bipartisan Senate vote. Backed reserves. Monthly disclosure requirements. You need a 30-second answer on this law. Pro-crypto candidates reference it as a floor; consumer-protection candidates reference it as a baseline to strengthen. There is no neutral position.

4 Treat your committee assignment as a live asset [COMMITTEE]
For incumbents on Banking, Ag, FinServ, or Appropriations, you are a top Fairshake target, and a co-sponsorship record on GENIUS implementation or market-structure oversight is your most durable credential. If not on committee, seek assignment or build a legislative record.

5 Tailor your message by district demographics; not party platform [TARGETING]
Metro and suburban districts (30–59 age range, above-average income) skew holder-heavy: lead with holder rights, regulatory clarity, and American financial competitiveness. Lower-awareness districts: lead with consumer protection, faster payments, and financial modernization. The technology is the same; the entry point differs.

6 Use 'pro-innovation + guardrails' as your default answer [FRAMING]
Every crypto question, in debates, on the trail, in press, should pair an innovation commitment with an accountability mechanism. 63% of voters distrust current crypto systems; you must speak to them too. Neither half of this frame alone works. Practiced together, it reaches the majority.

7 Track these six signals through November 2026 [WATCH]
Fairshake deployment pace + targeted race list · Senate market-structure bill movement or stall · GENIUS Act implementation disputes and enforcement actions · New Trump-family crypto disclosures or investigations · Bitcoin and stablecoin market performance (volatility vs. institutional narrative) · SEC safe-harbor or token exemption proposals

Services: Environment-shaping, Communications Education, Advocacy, and more

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